

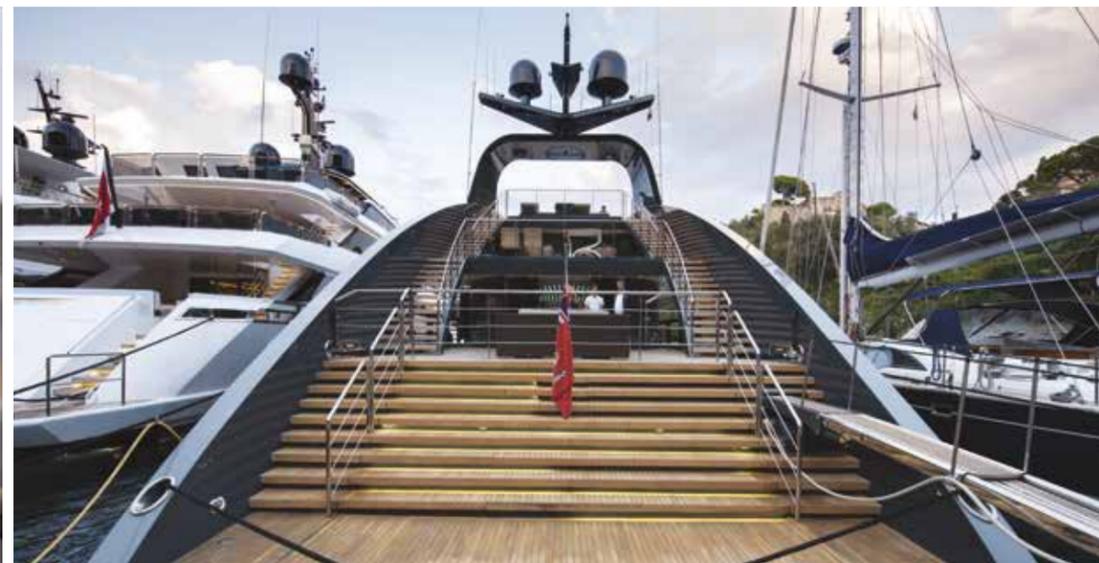
# Middle Eastern Extravaganza

An exclusive floating exhibition of design objects in Portofino

Beatrice Galbiati



The lovely Portofino Bay and two views of the Ocean Pearl motoryacht



Rain was forecast across Liguria, but although summer had been in hiding for weeks it decided to make one final appearance. Portofino did the rest. And everything was worthy of the lovely Ocean Pearl - and Platinum Experience!

The 41-metre motoryacht created by the famous London-based architect Norman Foster was dazzling in its silver livery, with sinuous, almost shark-like minimalist lines and a striking elegance. And she's not alone - the Ocean Pearl has two identical sisters, the Ocean Sapphire and Ocean Emerald. All on board, then, for the MIDDLE EASTERN EXTRAVAGANZA, an exhibition of design objects by three brands Daevas, Ivan Paradisi and Igreg Studio. They usually work for an Oriental clientele, but this time they displayed their design and furnishing pieces on the Ocean Pearl's upper deck, enabling them to introduce their work - and themselves - to a select party of guests.

The evening organised by Platinum Experience with the collaboration of We Are Disobedient enjoyed the support of prestigious sponsors like Floating Life (a specialist in super and megayacht management, charter and sales - in fact, they made available this magnificent megayacht from their extensive fleet), Maserati, represented by Forza SpA, official Maserati dealer for the Piedmont, Liguria and Valle d'Aosta regions, which displayed a Levante 275hp Diesel 3.0 and a GranTurismo Sport CC Automatica 4.7 on Calata Marconi facing the Ocean



WE ARE  
DISOBEDIENT  
Partner

A passion for disobedience. Whether it's about developing a brand, positioning an emerging artist or creating a concept, Wad – which boasts expertise in the development of the markets of the Middle East and Iran - will always identify the most intriguing and sometimes hidden essence of the brand or person. It's a very feminine methodology - disobedient, with a communications style that breaks with conventions and turns current thinking on its head with a cultured, professional, courteous and elegant savoir-faire. Female, in fact! The people behind Wad: Donata Sartorio, media maven who thinks outside the box, Francesca Bellecci, who has spent many years working in foundations, NGOs and as a social entrepreneur, and Antea Brugnoli Alliaata, mother, young, wise, and as if that weren't enough, she's also a Sicilian princess.

[www.wearedisobedient.com](http://www.wearedisobedient.com)

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IVAN PARADISI  
Exhibitor

Amid the perfumes of ebony, maple and rosewood. An artist through and through, musician until the age of 31, and then - driven by passion and a true natural talent - a cabinetmaker and lover of fine wood. Designing, building, inlaying and shaping with soft, curving yet extremely complex lines, he makes inimitable objects that highlight and enhance the energy of wood with its grain and strength. This is the spirit of the collection by Ivan Paradisi, who takes pleasure in responding to his clients' ideas and vision. Uniqueness is the key word, D'Ivan his favourite piece, created after a meeting with Milanese gallery owner Rossana Orlandi, and elegance is the theme linking all his projects.



[www.ivanparadisi.com](http://www.ivanparadisi.com)



DAEVAS DESIGN  
Exhibitor

Born in Teheran, they studied at the Milan Polytechnic and built their world in the city, combining art, design and artisanal skills with influences from Persia and America. The result is Daevas, which since 2014 has been creating unique objects of an extremely high quality from unusual combinations of materials like cement, wax and glass from old demijohns. Asia Samimi and Nima Fardi are the creative heart of this laboratory of ideas that makes objects where imagination and creativity infuse every design, and "100% handmade" is the spirit. Inimitable style is the clear result that links and enhances objects bearing the Daevas name.

[www.daevasdesign.com](http://www.daevasdesign.com)



1. The full Ocean Pearl crew, with Matteo Galbiati and Beatrice Galbiati.
2. Veronica Lugli, Sales & Manager Specialist Maserati; Francesco Trioto Sales Director Forza Spa and Silvia Scarrone Marketing & Communication Forza Spa.
3. Lucrezia Galbiati, Antea Brugnoli Alliaata Co-founder of WAD, Matteo Galbiati CEO of Platinum Media Lab, Francesca Bellecci Co-founder of WAD, Beatrice Galbiati Head of Communications & Events, Platinum Media Lab.
4. Matteo Galbiati, Davide Carpi Associate Director – Hotels, Alessia Fattori Franchini Press & Media Relation Director Italy Sotheby's International Realty, Luca D'Angelo Chairman Italy Sotheby's International Realty, Giuseppe Vagge Director – Head of Hotels.
5. A group of guests on board the Ocean Pearl



## MASERATI

### MASERATI

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[www.forzaspa.it](http://www.forzaspa.it)



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Ocean Pearl and Maserati Gran Turismo Sport CC Automatica 4.7



Pearl, and Italy - Sotheby's International Realty, a hallmark of uniqueness and exclusivity. An opportunity that allowed us to invite on board guests who have shown themselves to be connoisseurs of art, design and elegance and share with them a very special, exclusive event staged on this magnificent floating venue.

Guests admired the display of objects and furniture by our designers, who stood by ready to explain, describe and discuss their pieces, and were then shown round the Ocean Pearl accompanied by Floating Life Yacht Broker Manuel Maiano.

To round off the evening they were also offered a menu of Ligurian dishes with fish and vegetable fritters, shellfish, swordfish and tuna carpaccio and squid ink trofie pasta with scampi, prawns and saffron threads.

The evening began at around seven to enable guests to view the sunset from on board the yacht. This was followed by switching on the lovely illuminations that surround the Ocean Pearl as darkness descends.

Special thanks go to the sponsors who showed such confidence in the success of this event, and to everyone who contributed their professional skills to the practical organisation, sometimes complicated by the nature of special location, to MIDDLE EASTERN EXTRAVAGANZA and the entire crew.